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Report

Television Station Group Ownership and Cross-Media Ownership: 1982
1983

National Association of Broadcasters
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College of Communications
Knoxville, Tennessee

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GROUP AND CROSS-MEDIA OWNERSHIP OF TELEVISION STATIONS IN 1983

A Research Report

for

The National Association of Broadcasters

by

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GROUP AND CROSS-MEDIA OWNERSHIP OF TELEVISION STATIONS IN 1983

The Federal Communications Commission adopted its present limits on the multiple ownership of broadcast stations in 1953, just as television station groups were first being formed. Commonly called the "7-7-7 rule," these limits prohibit any ownership from holding licenses to more than 7 AM, 7 FM, and 7 TV stations in the United States.[1] The FCC also specified that no more than 5 of any licensee's 7 television stations could be VHF outlets. These restrictions were adopted to prevent excessive control of the broadcast media by any ownership.

Some two decades earlier, the Commission examined another media ownership issue, that of local cross-media ties between newspapers and radio stations. However, after a series of formal hearings in the early 1930's, the FCC took no action to restrict this common ownership pattern. Ultimately the cross-media ownership issue resurfaced in the television era. In 1975, following lengthy hearings, the Commission adopted rules which prohibit the formation of new media combinations involving newspapers, TV stations, and radio outlets in the same community.[2] Although it ordered only a few divestitures (in markets with serious media concentrations), the FCC, through various policies, encouraged the break-up of co-ownership of the two media in individual markets.

The thirtieth anniversary of the adoption of the FCC's multiple ownership rules occurs this year, and the Commission is expected to review and possibly modify the limitations of group station ownership in 1983. Possible changes include a higher allowable number of stations per licensee and/or an ownership limitation based on the percentage of

the nation's television households covered.

This study was undertaken to provide current data on the extent of both television station multiple ownership and cross-media ownership involving co-located TV stations and newspapers. This year is a particularly appropriate time for such an ownership review because of the FCC's renewed interest in multiple station ownership. One of a continuing series of studies by the author, this report presents a statistical profile of these media holdings as of January 1, 1983.

Historical Background

Group ownership of radio and TV stations long has been an important characteristic of the U.S. broadcasting system. Numerous radio groups existed before World War II, and TV group ownership began to emerge with television's post-war development. A constant upward trend for TV group ownership in the top-100 markets is revealed in Table 1. In 1956, three years after the present limits were adopted, one-half of

TABLE 1

GROUP OWNERSHIP OF TV STATIONS IN THE TOP-100 MARKETS IN SELECTED YEARS

	1956[3]	1965[4]	1973[5]	1975[6]	1980[7]	1982[8]
VHF	50.38%	62.0%	75.2%	76.0%	82.4%	85.9%
UHF	N.A.	N.A.	57.5%	57.4%	61.8%	67.5%
VHF & UHF	N.A.	N.A.	70.2%	70.8%	75.3%	79.0%

the VHF stations in the top-100 markets were group owned. Today, 17 of every 20 such stations are licensed to multiple-station operators.

Group ownership of UHF stations has been much slower to develop; however it is steadily increasing on a percentage basis despite the growing number of UHF outlets. By 1982, the UHF group-ownership percentage had reached 67.5%.

The second aspect of this study concerns newspaper ownership of TV stations, another long-standing practice. In 1973, when the FCC examined the local cross-media issue, 16.1% of the commercial television stations in the top-100 markets (60 of 372) were owned by or affiliated with a local daily newspaper.[9] By 1982, a significant decline had occurred. Only 35 stations, or 8.3% of the 420 TV properties in the top-100 markets, were affiliated with daily newspapers in the same market.[10] In contrast, a steady increase in overall TV affiliations with newspaper publishers had taken place. Of the 420 stations, 140, or 33.3%, were newspaper-related at the beginning of 1982, compared with 28.0% in 1973.[11] The decline in local broadcast-newspaper combinations reflects attrition and the FCC's policy of granting no new broadcast licenses that would result in local cross-media ownership. The gain in overall newspaper affiliations with TV stations reflects the expansion of media companies--those with newspaper holdings into television and broadcast organizations into publishing.

In this study of media ownership in 1983, we have sought to determine the following information, particularly in view of the FCC's plans to reexamine the 7-7-7 rule.

1. Has the long-term upward trend in TV station group ownership continued through 1982?

2. Has local cross-media ownership between newspapers and TV

stations continued to decline?

3. Have newspaper affiliations with television stations continued to increase in 1982?

Finally, the study will explore the consistency factor in the present method of limiting television station ownership on a numerical basis.

Method of Study

This study is based upon a tabulation of new data on multiple and cross-media ownership in U.S. television broadcasting, based on station holdings as of January 1, 1983. The primary reference was Television Factbook No. 51 (1982 ed.),[12] which provides detailed information on station ownership and circulation. Current periodicals, including Broadcasting, Television Digest, and The Wall Street Journal, were used to update changes in station ownership to January 1, 1983. The various tables presented here use as a base the 447 TV stations (264 VHF and 183 UHF) listed as operational in the 100 largest markets by Television Factbook. Market rankings are those provided by The Arbitron Company for the 1982-83.[13] Note that the list of top-100 markets is revised each year, resulting in slight changes from year-to-year in the make-up of these markets.

The Findings

Based on the latest data, group ownership of television stations in the 100 largest markets declined slightly. Among VHF stations, the broadcast groups have maintained the same number (226) and approximate percentage of stations (85.6 vs. 85.9%) as in 1982, the all-time peak year. Group ownership of UHF stations in the top-100 markets

increased in 1982--from 106 to 117; however the percentage declined--from 67.5 to 63.9% because of a substantial increase in the number of new UHF stations to go on the air. Overall, of the 447 VHF and UHF stations operating in the 100 largest population centers, 343 licenses, or 76.7%, were held by various broadcast groups on January 1, 1983. These figures compare with 332 stations, or 79.0%, in 1980. Thus, group ownership in the top-100 markets continued to expand on a numerical basis but declined slightly percentagewise in 1982.

As shown in Table 2, group ownership predominates at every level within the top-100 markets for both VHF and UHF stations. It is noteworthy that, as UHF properties have become increasingly viable, the broadcast groups have been attracted to the UHF band in noticeably greater numbers than ever before.

TABLE 2

GROUP OWNERSHIP OF TV STATIONS BY MARKET RANK

January 1, 1983

Market Rank	VHF			UHF			Both VHF and UHF		
	No.	G/O	%	No.	G/O	%	No.	G/O	%
1-10	41	40	97.6	47	30	63.8	88	70	79.5
1-25	94	89	94.7	74	48	64.9	168	137	81.6
26-50	64	57	89.1	43	27	62.8	107	84	78.5
51-75	65	52	80.0	28	15	53.6	93	67	72.0
75-100	41	28	68.3	38	27	71.1	79	55	69.6
TOTAL (1-100)	264	226	85.6	183	117	63.9	447	343	76.7

Despite the prevalence of group broadcasting, a significant degree of ownership diversity exists within this practice. Among the 343 chain-operated stations in the top-100 markets, well over 100 different groups are represented. Furthermore, in markets of all sizes, some 174 different groups (excluding those owners who use satellite transmitters merely as repeater stations) owned completely or partially the licenses to 596 stations, an average of 3.4 stations each. A total of 590 different stations were group-owned on January 1, 1983, based on our study. As shown in Table 3, only nine companies held the maximum number of seven television properties at the beginning of 1983.[14]

TABLE 3

GROUP OWNERSHIP BY NUMBER OF TV STATIONS

January 1, 1983

Number of Stations	No. Groups	No. Stations
7	9	63
6	15	90
5	13	65
4	29	116
3	46	138
2	62	124
TOTAL:	174	596

Although the FCC's multiple ownership rules presently relate only to the number of stations held by a licensee, the economic potential

and programming impact among groups varies greatly. In addition to numbers of stations, a group's potential also depends upon the potential audience its stations are capable of reaching (determined by market rank/size and technical facilities) and the overall attractiveness of the programming. Therefore, a more meaningful comparison of group broadcasters must take into account the audience reach of the stations involved. Net weekly circulation (NWC) data provide a readily available index of regular station viewership.[15]

Using the net weekly circulation data published in Television Factbook No. 51 (1982), an audience reach profile was developed for each of the 174 identified broadcast groups based on their TV station holdings on January 1, 1983. These groups, ranked according to the combined circulation of their respective stations, are shown in Appendix I.

Twenty-six new groups appear in the table, while nine groups listed in 1982 have disappeared. New groups in 1983 include Midwest Radio & TV (48), Media General (50), Sarkes Tarzian (53), Loyola University (77) and Freedom Newspapers (84). Among the firms no longer classified as a group are North American, State Telecasting, and Minneapolis Star-Tribune. Major groups which registered significant gains in ranking included Cox Communications, Hearst, Houston Post (Hobby family), Charles Woods, and the Christian Broadcasting Network, while Golden West, RKO General, Pulitzer, and Park declined noticeably in the rank order.

Further analysis of the 174 groups reveals the following industry profile:

1) No individual group reaches more than 20% of the nation's estimated 83,325,900 TV households (1982-83).[16] Only four groups reach as much as 15%, and only six ownerships count as much as 10% of the

nation's television households in their circulation. These groups include the three network owned-and-operated (O&O) station groups and three major independent chains. In this year's ranking, CBS (18.9%) replaced ABC (18.8%) for first place, while Metromedia (18.5%) forged ahead of NBC (17.8%) for third place. The two remaining independents among this elite group are Tribune Company Broadcasting (12.2%) and Westinghouse (19.7%).

2) Nine groups reach between 5% and 10% of the country's TV households. These companies include RKO General (9.7%), Storer (8.8%), Field (8.7%), Gaylord (7.3%), Cox (7.3%), Capital Cities (7.2%), Taft (7.1%), Hearst (5.3%), and Scripps-Howard (5.1%).

3) Twenty-one groups reach between 2.5% and 5% of the nation's television households on a weekly basis.

4) Forty-three groups reach between 1% and 2.5% penetration; and 95 groups, more than one-half of the total number of multiple-station licensees, reach less than 1% of the nation's TV households each week. Of these 95 smaller organizations, 72 hold weekly circulations of less than 500,000 households (0.6%) and 35 groups reach fewer than 250,000 homes per week (0.3%). The smallest reportable group, a religious broadcaster, has less than 40,000 TV households in its weekly circulation.

The difficulty of applying a numerical limitation on group station ownership lies in the simple fact that no two stations are equal. Thus, wide differences exist among groups holding the same number of television stations. Table 4 shows the highest and lowest net weekly circulations and rankings for groups with seven, six, five, four, three, and two stations respectively.

TABLE 4

No. Stations	Highest Rank	Highest Circulation	Lowest Rank	Lowest Circulation
Seven	3	15,425,100	83	752,600
Six	6	8,899,000	167	39,500*
Five	1	15,722,300	108	431,900
Four	16	4,011,300	140	230,200
Three	5	10,124,400	164	61,500
Two	20	3,457,000	166	58,300

* Data available for only one station in this group.

The disparities between groups with the same number of stations is obvious. A few examples further amplify the fundamental problem of limitation by numbers of stations:

1. The group having the largest weekly circulation has five rather than seven stations in its portfolio.

2. The group of seven stations with the highest weekly circulation is exceeded by two groups having only five outlets.

3. The lowest ranked group of seven is outranked by 83 other groups.

4. One group of three stations outranks eight of the nine groups which operate seven stations.

5. Two groups of two stations each outrank three of the nine groups of seven outlets and ten of the 15 groups of six.

6. If the seventh and eighth ranked groups (RKO General and Storer) were combined, their net weekly circulation would approach that of the first three groups. However, between them, RKO and Storer have ten stations instead of the five, five, and seven of CBS, ABC, and Metromedia.

7. If the Taft, Hearst, and Scripps-Howard groups (#13, 14, and 15) were combined, their 18 stations would attain a net weekly circulation of 14,651,200 and place them in fifth rank behind the three network O&O groups and Metromedia.

8. Finally, if the 13 groups ranked from 54 through 66 were combined, their 49 stations would produce a net weekly circulation of 14,530,500 also placing them in fifth place.

Cross-Media Ownership

Turning now to the second aspect of this study, two significant trends continue in regard to newspaper ownership and affiliation with television stations. First, the decline in the number of TV stations affiliated with local newspapers has continued. On January 1, 1983, only 36 stations, a mere 8.0% of the 447 TV properties in the top-100 markets, were involved in local cross-media ownership. Thus, a very substantial decrease in newspaper-TV cross-media ownership has taken place since 1973 when the number was 60 and the percentage was 16.1. With additional proposed divestitures, the percentage should continue to decline within the next few years.

Second, a steady increase has occurred in overall TV station affiliations with newspaper publishing companies. As shown in Table 5, 149 of the 447 television stations in the top-100 markets were newspaper-related at the beginning of 1983. This represents an increase of nine over the newspaper-related stations in 1982.[17]

TABLE 5

NEWSPAPER OWNERSHIP OF U. S. TELEVISION STATIONS

January 1, 1983

	VHF			UHF			VHF and UHF		
	Total	No.	%	Total	No.	%	Total	No.	%
1-10[1]	41	12	29.3	47	7	14.9	88	19	21.6
1-25[2]	94	35	37.2	74	10	13.5	168	45	26.8
26-50[3]	64	32	50.0	43	8	18.6	107	40	37.4
51-75[4]	65	34	52.3	28	2	7.1	93	36	38.7
76-100[5]	41	18	43.9	38	10	26.3	79	28	35.4
TOTAL 1-100[6]	264	119	45.1	183	30	16.4	447	149	33.3

[1] 6 VHF and 1 UHF stations are cross-owned with a local newspaper.

[2] 12 VHF and 1 UHF stations are cross-owned with a local newspaper.

[3] 9 VHF and 1 UHF stations are cross-owned with a local newspaper.

[4] 5 VHF stations are cross-owned with a local newspaper.

[5] 6 VHF and 2 UHF stations are cross-owned with a local newspaper.

[6] 32 VHF and 4 UHF stations are cross-owned with a local newspaper.

Because of the greater number of UHF stations in 1983, the percentage of newspaper-affiliated TV outlets remained constant at 33.3%, the same as in 1982, but well ahead of the 28.0% in 1973.[18]

Three principal reasons help explain these trends in newspaper-TV crossownership:

1. Owners usually find it advantageous from a tax standpoint to divest themselves of TV stations that are co-located with their newspaper

properties;

2. The FCC has tacitly sanctioned newspaper ownership or broadcast properties where publishers do not simultaneously engage in the newspaper business; and

3. A third reason is the rise and constant expansion of media companies with diversified holdings in publishing, broadcasting, cable, and other communications enterprises.

Because of the many common aspects of the publishing and broadcasting industries, it is quite likely that the number of stations affiliated with newspapers will continue to increase.

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ENDNOTES

[1]Amendment of Multiple Ownership Rules, 9 R.R. 1563 (1953); Television Multiple Ownership Rule Amended, 11 R.R. 1519 (1954).

[2]Second Report and Order (Docket 18110), 32 R.R. 2d 954 (1975).

[3]FCC, Network Broadcasting: Report of the Network Study Staff to the Network Study Committee (Washington: U.S. Government Printing Office, 1958), p. 563.

[4]Television Multiple Ownership Rule, 5 R.R. 2d 1609 at 1614 (1965).

[5]Herbert H. Howard, Multiple Ownership in Television Broadcasting (New York: Arno Press, 1979), p. 178.

[6]Herbert H. Howard, "The Contemporary Status of Television Group Ownership," Journalism Quarterly, 53:403 (Autumn 1976).

[7]Herbert H. Howard, Television Station Group Ownership: 1980 (Knoxville: The University of Tennessee Communications Research Center for the National Association of Broadcasters, 1980), p. 2.

[8]Herbert H. Howard, Television Station Group Ownership and Cross-Media Ownership: 1982 (Knoxville: The University of Tennessee Communications Research Center for the National Association of Broadcasters, 1982), p. 4.

ENDNOTES (CONT.)

[9]Herbert H. Howard, "Cross-Media Ownership of Newspapers and TV Stations," Journalism Quarterly, 51:717 (Winter 1974).

[10]Howard, Television Station Group Ownership and Cross-Media Ownership: 1982, p. 7.

[11]Ibid., p. 8.

[12]Television Factbook No. 51 (Washington: Television Digest, Inc., 1982).

[13]ADI Rankings 1982-83 (New York: The Arbitron Co., 1982). The composition of the top-100 markets varies slightly from year to year due to different growth rates among the markets and the shifting of "swing" counties from one market to another. For analytical purposes, however, the effect of these differences is negligible.

[14]The nine broadcast groups having licenses for seven stations in 1983 were Bahakel, Gannett, Gaylord, Metromedia, Park, Taft, Times-Mirror, Spanish International, and Storer.

[15]Net weekly circulation data, produced by The Arbitron Company, indicate the estimated total number of different households reached at least once each week by a given station.

[16]The A. C. Nielsen Co., Northbrook, Illinois.

[17]Howard, Television Station Group Ownership and Cross-Media Ownership: 1982, p. 8.

[18]Howard, "Cross-Media Ownership of Newspapers and TV Stations," p. 717.

APPENDIX I

TV STATION GROUPS BY NET WEEKLY CIRCULATION

January 1, 1983

Group Owner	Rank 1982	Rank 1983	Number of Stations	Net Weekly Circulation	Percent of U.S. TV Households
CBS	2	1	5	15,722,300	18.9
ABC	1	2	5	15,695,800	18.8
Metromedia	4	3	7	15,425,100	18.5
NBC	3	4	5	14,814,500	17.8
Tribune Co. Broadcasting	6	5	3	10,124,400	12.2
Westinghouse	7	6	6	8,899,000	10.7
Groups with 5.0 to 10.0 Percent Penetration of the U.S. TV Market					
RKO General	5	7	3	8,068,400	9.7
Storer	8	8	7	7,313,000	8.8
Field	9	9	5	7,257,500	8.7
Gaylord	11	10	7	6,120,000	7.3
Cox	13	11	6	6,047,600	7.3
Capital Cities	10	12	6	5,973,900	7.2
Taft	12	13	7	5,947,800	7.1
Hearst	20	14	5	4,453,500	5.3
Scripps-Howard	14	15	6	4,249,900	5.1
Group with 2.5 to 5.0 Percent Penetration of the U.S. TV Market					
Post-Newsweek	15	16	4	4,011,300	4.8
Times-Mirror	17	17	7	3,933,900	4.7

Group Owner	Rank 1982	Rank 1983	Number of Stations	Net Weekly Circulation	Percent of U.S. TV Households
Gannett	18	18	7	3,902,000	4.8
Corinthian	19	19	6	3,756,500	4.5
Golden West	16	20	2	3,457,000	4.1
Chris Craft	22	21	2	3,323,900	4.0
Outlet	21	22	5	3,290,700	3.9
Meredith	23	23	6	3,260,500	3.9
Evening News Assn.	25	24	5	2,789,100	3.3
Multimedia	26	25	6	2,708,600	3.3
Chronicle Broadcasting	27	26	4	2,528,900	3.0
Cosmos	28	27	6	2,485,200	3.0
McGraw-Hill	29	28	4	2,358,700	2.8
Wometco	31	29	6	2,320,600	2.8
Knight-Ridder	30	30	5	2,317,600	2.8
Pulitzer	24	31	4	2,282,400	2.7
United Television	32	32	4	2,138,600	2.6
Lin	34	33	4	2,107,200	2.5
Hubbard	36	34	3	2,070,000	2.5
Park	33	35	7	2,065,600	2.5
King	37	36	4	2,049,300	2.5
Groups with 1.0 to 2.5 Percent Penetration of the U.S. TV Market					
Houston Post (Hobby)	41	37	4	2,023,600	2.4
Gulf United	38	38	3	1,897,900	2.3
Christian Brd.	43	39	4	1,892,300	2.3

Group Owner	Rank 1982	Rank 1983	Number of Stations	Net Weekly Circulation	Percent of U.S. TV Households
General Electric	39	40	3	1,857,900	2.2
Albritton	40	41	3	1,819,400	2.2
A. H. Belo Co.	42	42	3	1,768,400	2.1
Harte-Hanks	44	43	4	1,603,300	1.9
Fisher	46	44	2	1,589,900	1.9
Harriscope	45	45	6	1,509,800	1.8
Columbus Dispatch (Wolfe)	47	46	2	1,482,900	1.8
Lee Enterprises	48	47	6	1,468,300	1.8
Midwest Radio & TV	--	48	3	1,426,900	1.7
Forward	49	49	6	1,416,600	1.7
Media General	--	50	3	1,383,300	1.7
Bonneville	50	51	2	1,362,500	1.6
Ziff-Davis	35	52	4	1,340,800	1.6
Sarkes Tarzian	--	53	3	1,289,100	1.5
Gateway	52	54	4	1,280,500	1.4
Midwest	53	55	3	1,257,800	1.5
American Family	51	56	5	1,224,900	1.5
Post Corporation	54	57	5	1,170,000	1.4
Kelly	65	58	2	1,146,300	1.4
Nationwide	56	59	3	1,123,300	1.3
Bahakel	58	60	7	1,091,600	1.3
Oak Communications	55	61	3#	1,067,200	1.3
New York Times	60	62	3	1,058,600	1.3
Jefferson-Pilot	57	63	2	1,052,600	1.3

Group Owner	Rank 1982	Rank 1983	Number of Stations	Net Weekly Circulation	Percent of U.S. TV Households
Springfield TV	61	64	3	1,030,200	1.2
Standard Communications	63	65	6	1,018,400	1.2
Rollins	62	66	3	1,009,100	1.2
Koplar	64	67	2	984,500	1.2
Leake TV	68	68	2	919,300	1.1
Fetzer	69	69	4	913,000	1.1
Guy Gannett	66	69	3	913,000	1.1
Viacom	67	71	2	896,000	1.1
Smith & Hines	71	72	2	889,500	1.1
Charles Woods	94	73	3#	887,300	1.1
Evening Telegram (Morgan Murphy)	80	74	5	880,900	1.1
Cowles	72	75	2	874,500	1.0
Palmer	70	76	3	850,700	1.0
Loyola University	--	77	2	844,000	1.0
Wilson	74	78	4	842,600	1.0
Milwaukee Journal	73	79	2	839,500	1.0
Groups with Less Than 1.0% Penetration					
South Bend Tribune	75	80	3	807,700	
Quincy Newspapers	76	81	4	767,800	
Gillette	59	82	2	753,600	
Spanish International	82	83	7	752,600	
Freedom Newspapers	--	84	2	729,500	

Group Owner	Rank 1982	Rank 1983	Number of Stations	Net Weekly Circulation	Percent of U.S. TV Households
Landford	78	85	5#	713,700	
Clay	79	86	4	677,200	
Avant Co.	81	87	3	658,900	
Landmark	83	88	5	650,900	
Gilmore	84	89	3	638,800	
Bostick	87	90	4	634,200	
Liberty	90	91	6	633,900	
Western (Dale Moore)	88	92	4	624,200	
Simons	--	93	2#	616,100	
Prima (Dudley)	133	94	3#	614,400	
Gross	91	95	2	609,400	
May Co.	89	96	2	605,700	
Tandem/Perenchio	86	97	2#	594,200	
Birney Imes	120	98	4	586,200	
Harron	93	99	2	548,400	
Blair Television	100	100	3	540,400	
Gray	92	101	3	540,300	
Capitol Broadcasting	95	102	3#	504,300	
Manship	96	103	2	484,200	
Wabash Valley	99	104	2	465,000	
Charleston Evening Post	98	105	3	460,500	
General Media	104	106	2	448,800	
Benedek	--	107	2#	434,000	
Forum Co.	107	108	5	431,900	

Group Owner	Rank 1982	Rank 1983	Number of Stations	Net Weekly Circulation	Percent of U.S. TV Households
Malrite	129	109	4	430,200	
Retlaw	101	110	2	424,000	
J. C. Lewis	121	111	3	423,500	
Devonshire Capital	--	112	2	421,600	
R. H. Drewry	102	113	3	418,500	0.5
Gay-Bell	106	114	2	399,900	
Kansas Broadcasting System	--	115	4	398,600	
Maine Broadcasting	97	116	2	398,000	
Mid America	103	117	2	394,300	
Bluefield Daily Telegraph	111	118	2	360,200	
Central Minnesota	112	119	2	359,400	
Marsh Media	109	120	4	355,200	
St. Joseph News-Press	108	121	2	352,400	
F. H. Spain	115	122	3	350,100	
Stauffer	113	123	2	347,400	
Eugene TV	118	124	4	330,000	
Balaban/Plains	138	125	3	327,800	
McKinnon	116	126	2	327,700	
Des Moines Register	117	127	4	324,500	
Cal-Oregon	125	128	4	319,000	
Lamb	114	128	4	319,000	
Great Trails	--	130	2	309,400	

Group Owner	Rank 1982	Rank 1983	Number of Stations	Net Weekly Circulation	Percent of U.S. TV Households
B. H. Lasky	--	131	4	303,500	
TV Corporation of Virginia	145	132	3	299,200	
Pappas	123	133	2	293,400	
Worrell	119	134	3	293,200	
Home News Publishing	123	135	2	263,800	
Buford (Home Entertainment Network)	134	136	4	259,700	
Montana (Gary Owen)	128	137	4	255,200	
Howard Green	127	138	3	254,500	
Diversified Communications	--	139	3	251,000	
Shamrock	131	140	4	230,200	
G. T. Hernrich	142	141	3	227,000	
Meyer Communications	135	142	2	215,600	
Service Broadcasting	137	143	3	211,900	
Johnny Carson	--	144	2	204,200	
Toledo Blade	140	145	2	202,900	
Pikes Peak Broadcasting	141	146	2	200,500	
United Communications (Kenosha)	143	147	2	190,600	
Bangor Communications	--	148	2	190,100	
Gulf Coast	144	149	2	172,600	
South Dakota TV	--	150	3	170,900	

Group Owner	Rank 1982	Rank 1983	Number of Stations	Net Weekly Circulation	Percent of U.S. TV Households
Wooster (Ohio) Republican	--	151	2	169,900	
NWG Broadcasting	--	152	3	168,900	
Le Sea (Sumrall)	132	153	2	168,200	
McAlister TV	147	154	2	142,700	
Permian Basin (R. F. Shively)	146	155	3	136,200	
Columbia Empire	148	156	2	130,800	
Adelstein & Berger	149	157	2	126,000	
Michigan Center	--	158	3	116,100	
Channel 21, Inc.	154	159	2	103,400	
Cary Jones	--	160	2	95,300	
Pacific Media	--	161	2	88,500	
Hi Ho	150	162	3	86,200	
XYZ-TV	--	163	3	69,200	
Carolina Christian	153	164	3	61,500	
Northern TV	152	165	2	61,100	
Alaska 13	--	166	2	58,300	
Trinity	--	167	6	39,500	
Zazer & Langston	151	168	2	N.A.	
Media Central	--	168	2	N.A.	
Faith Center	154	168	2	N.A.	
Life Anew	--	168	2	N.A.	
Satellite Syndicated Systems	154	168	2	N.A.	

Group Owner	Rank 1982	Rank 1983	Number of Stations	Net Weekly Circulation	Percent of U.S. TV Households
National Capital Christian	--	168	2	N.A.	
American Colonial	154	168	2	N.A.	

TOTAL: 596 stations/590 different stations

- one or more stations shared with another listed group